

Monterey County's Economic Development Committee Meeting

September 4, 2024



Monterey Bay Economic Partnership:

Cross-Sector Convenor Advocating for Regional Economic Growth

VISION

A thriving region for all residents.

MISSION

To improve the economic health and quality of life in the region.



3

COUNTIES

765K

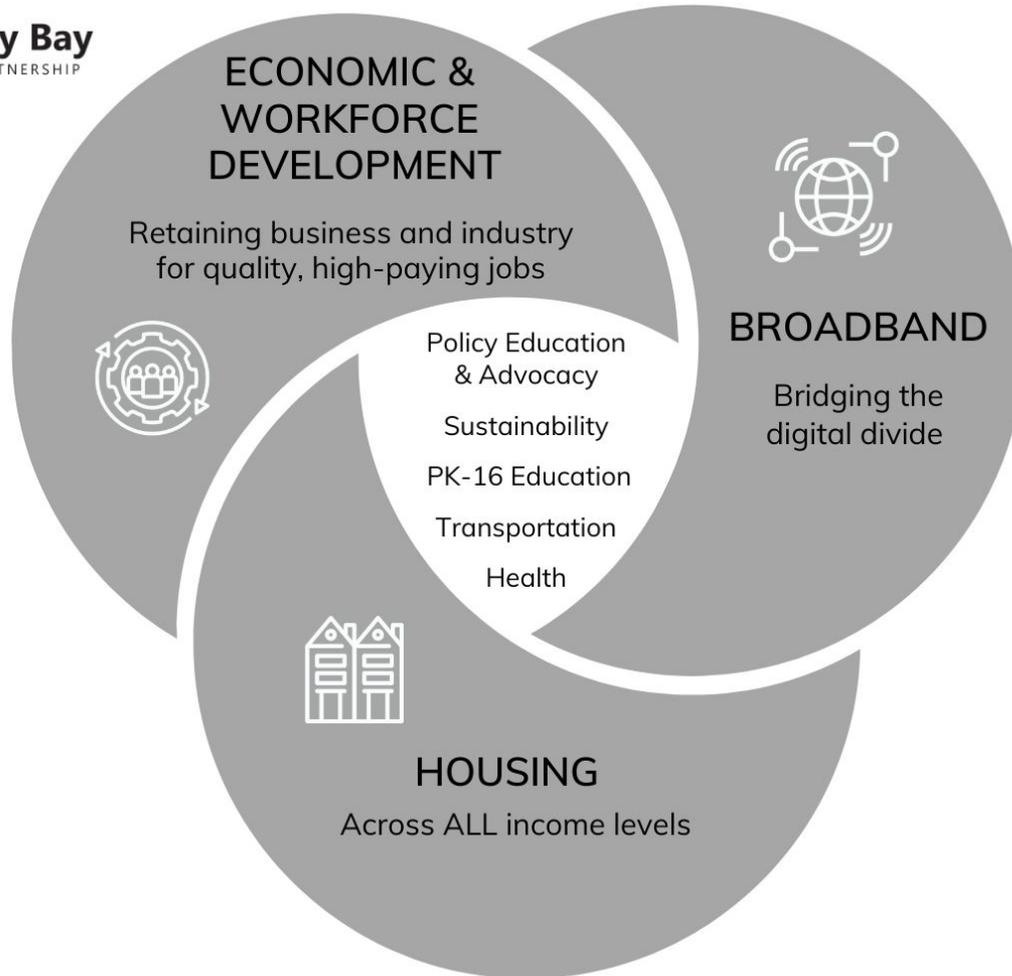
POPULATION

21

Municipalities



STRATEGIC INITIATIVES



TRIPLE BOTTOM LINE: Equity ~ Environment ~ Inclusive Economics



Housing for All Initiatives

Housing for All- Across All Income Levels & Unit Types

NONPROFIT/PUBLIC

PRIVATE

Advocacy
and
Education

Monterey Bay
Housing Trust
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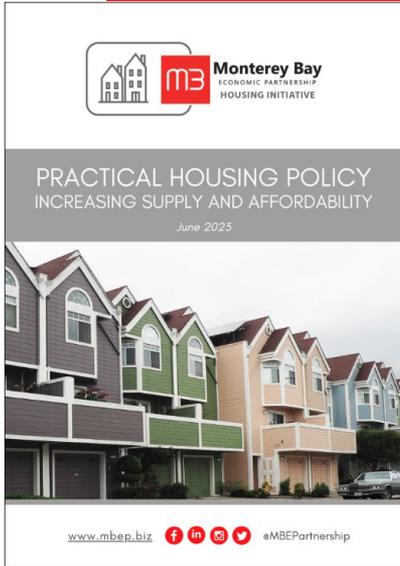
Technical
Assistance
and
Coordination

Employer
Sponsored
Housing

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics



Housing White Paper Policy Recommendations:



1. Streamline permitting
2. Increase allowable densities
3. Reform impact fees
4. Increase funding sources for affordable housing
5. Optimize Inclusionary Housing Ordinances



Employer-Sponsored Housing

Educational Institutions

School districts, universities and colleges motivated by acute faculty and student needs



Hospitality

Major employers and economic drivers with resources and financial incentive to retain their workforce

Agriculture

Central to the region's economy with meaningful success in housing workers, capable for increasing investment



Cabrillo/UCSC Collaborative Housing
624 beds
Traditional dorm & family apts.
60% Cabrillo Students
40% UCSC Students
\$111 M UC Bonds paid by state
\$70 M to be financed

Employee Housing
Cabrillo 1st CCC to partner with Landed
Employee access to down-payment help

Broadband & Digital Equity

Infrastructure

- *Lead & advocate for infrastructure development projects**
- *Data mapping*
- *Technical assistance to ISPs for funding*

**Cruzio mobile home parks, River Oaks, San Jerardo, South Salinas Valley Broadband Authority, etc.*

Access



- *Equal Access Monterey Bay*
- *Visibility into subsidies for low-income households*
- *Input into guidelines for grant funding to benefit low-income households*
- *Interfacing with community partners to identify areas of need*
- *Match-making between ISPs and projects*

Awareness



- *Partnership with governments, COEs and school districts*
- *Communication of CPUC requirements*
- *Partnership with regional consortia to leverage best practices*
- *Dissemination of information on federal and state funding*

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

MBEP's Digital Equity Leadership Roles

Serving as Executive Director for all administrative and project management needs of two regional entities dedicated to Digital Equity:

- Central Coast Broadband Consortium (CCBC)
- South Salinas Valley Broadband Authority (SSVBA)



Central Coast
Broadband Consortium

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

Central Coast Broadband Consortia Efforts & Accomplishments

FFA LAST-MILE GRANT ACCOUNT



- GIS Data/Mapping
- Letters of Support
- Broadband Technical Assistance

CASF INFRASTRUCTURE GRANT ACCOUNT



- GIS Data/Mapping
- Letters of Support
- Broadband Technical Assistance

REGIONAL CONVENINGS



- **BEAD Digital Equity Workshop**
- Bi-Monthly CCBC Meetings

SUPPORT PUBLIC/PRIVATE PARTNERSHIPS



- Broadband Strategic Plans
- **LFC/SURFNET Partnership**



MBEP's Broadband Policy Paper: Key Recommendations

01

**FIXED
WIRELESS
TECHNOLOGY**

02

**FIBER-OPTIC
TECHNOLOGY**

03

**HYBRID
BROADBAND
MODEL**

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

Economic, Workforce, & Community Development

**Business Retention & Recruitment + Innovation + Workforce
Development + Good Jobs → Across All Sectors**



Monterey Bay Region

Monterey, San Benito,
Santa Cruz

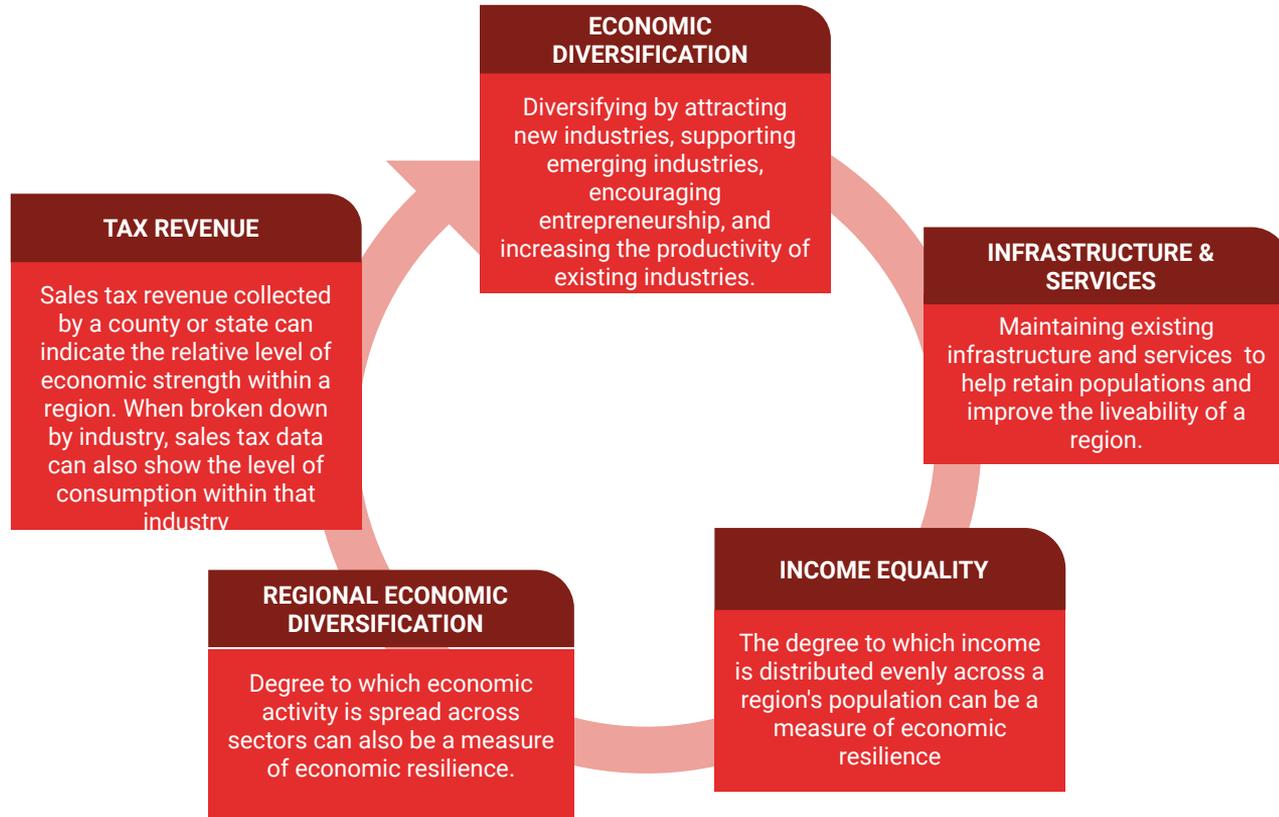
Central Coast

Santa Cruz, San
Benito, Monterey, San
Luis Obispo, Santa
Barbara, Ventura

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

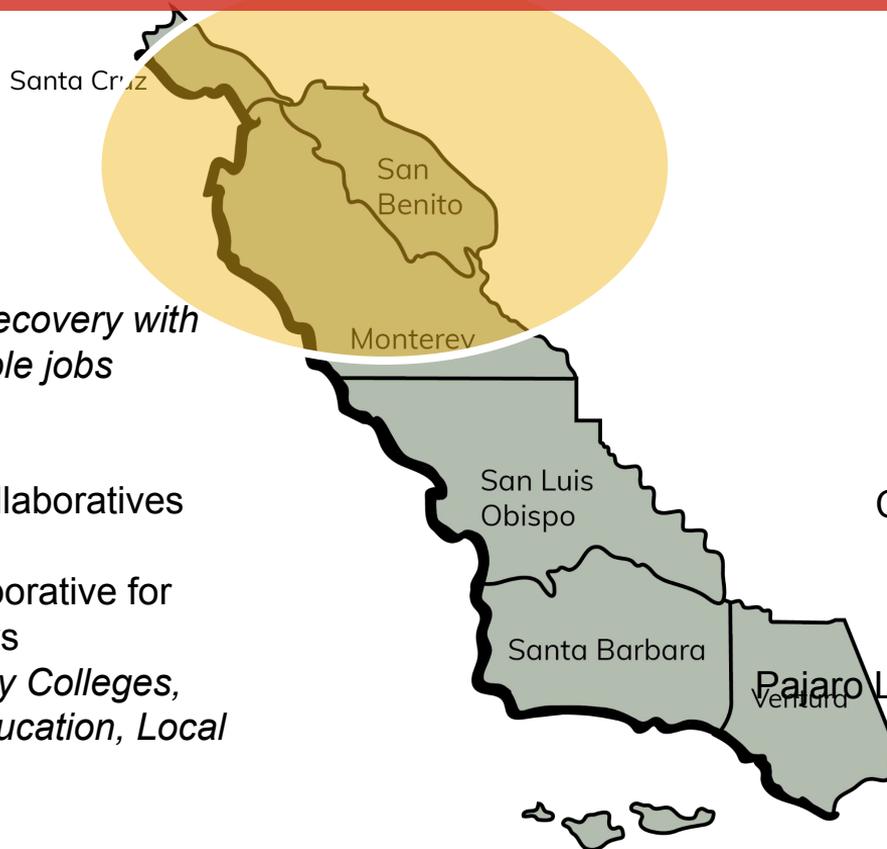


Regional Economic Growth & Resilience: *Economic, Workforce, & Community Development*



Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

Regional Partnerships for Economic Mobility



Uplift Central Coast
Inclusive economic recovery with high quality, accessible jobs

Regional Climate Collaboratives

K-16 Regional Collaborative for Educational Pathways
UC, CSU, Community Colleges, County Offices of Education, Local School Districts

Economic Outlook (Spring)

State of the Region (Fall)

Central Coast Broadband Consortia

Housing Advisory Council

Regions Rise Together

Community & Economic Development

Monterey Bay Tech Hub

Long Term Disaster Recovery Alliance

South County Triage Group



Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics

Regional Collaboration for Inclusive Economic Growth & Prosperity



Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics



EST 2020

REGIONS RISE TOGETHER

Serving the counties of Monterey, San Benito, & Santa Cruz

Ultimate Goal

- Achieve inclusivity and economic prosperity for all residents.
- Synchronize and leverage regional efforts & resources
- Build community power
- Demonstrate that the region is investment ready
- Achieve inclusivity and economic prosperity for all residents.
- = Blueprint Nov 2021
- = **Blueprint 2.0 Summer 2024**

Key Areas: Housing, Childcare, Jobs/Econ Dev

- Neighborhood Development & Infrastructure Expansion
- Human Capital Development
- Economic Opportunity Expansion



Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics





Uplift

Central Coast



UPLIFT Central Coast Coalition - SIX counties



Co-Convener

To increase the well-being and quality of life of all residents in the tri-county region of Monterey Bay: Santa Cruz, San Benito and Monterey Counties



Fiscal Agent
Co-Convener

Providing a pathway to business growth, community leadership and economic prosperity for the greater Ventura and Santa Barbara County region.



REACH

Ideas + Action for a Thriving Central Coast

Regional Convener
Co-Convener

To increase economic prosperity for San Luis Obispo and Santa Barbara Counties through big thinking, bold action and regional collaboration.



Uplift Vision and Steering Committee Members

Vision Committee

Ana Rosa Rizo-Centino

Central Coast Climate Justice Network
San Luis Obispo, Santa Barbara, and Ventura

Andrea Carlos Willy

Impact and Resource Development Officer PVUSD
Santa Cruz and Monterey

Cesar Lara

Director Monterey Bay Central Labor Council
Santa Cruz, Monterey, and San Benito

Christine Robertson

Executive Director San Luis Coastal Education Foundation
San Luis Obispo

Dirrick Williams

Executive Director, Black Leaders and Allies Collaborative
Monterey

Garret Wong

Climate Program Manager Santa Barbara
San Luis Obispo, Santa Barbara and Ventura

Kathy Odell

CEO Women's Economic Ventures
Santa Barbara and Ventura

Lawrence (Larry) Samuels

VP Strategic Initiatives CSU Monterey Bay and
Executive Director University Corporation
Santa Cruz and Monterey

Rosa Vivian Fernandez

President and Chief Executive Officer San Benito
Health Foundation
San Benito

Sam Cohen

Government Affairs and Legal Officer Santa Ynez
Band of Chumash Indians
Santa Barbara



Regional & Sub-Regional Steering Committee Members

Northern

Francisco Rodriguez

Labor Organizations

Kristina Chavez Wyatt

Employers, Businesses, and Business Associations

Gabriela Lopez Chavez

Grassroots and Community-Based Organizations

Enrique Arreola

Government Agencies

Richard Vaughn

Economic Development Agencies

Michael Castro

Philanthropic Organizations

Jackie Cruz

Education and Training Providers

Alma Cervantes

Workforce Entities

Eloy Ortiz

Environmental Justice Organizations

Diane Ortiz

Worker Centers

María Elena Manzo

Disinvested Communities

Angel Riotutar

CA Native American Tribes

Southern

Jeremy Goldberg

Labor Organizations

Michael Boyer

Employers, Businesses, and Business Associations

Cameron Gray

Grassroots and Community-Based Organizations

Joyce Howerton

Government Agencies

Nicki Parr

Economic Development Agencies

Vanessa Bechtel

Philanthropic Organizations

Wendy Sims-Moten

Education and Training Providers

Corlei Prieto

Workforce Entities

Rita Casaverde

Environmental Justice Organizations

Rebecca Evans

Worker Centers

Denise El Amin

Disinvested Communities

Scott Lathrop

CA Native American Tribes

What Is California Jobs First?

Planning Phase

Inclusive, diverse, transparent, and accountable regional planning that results in a holistic strategy, and recommend a series of investments to grow sustainable industries, diversify regional economies, and improve access to high quality jobs

Implementation Phase

Projects throughout the region that advance globally competitive, sustainable industries that improve access to high quality jobs with clear employment pathways for underserved and incumbent workers, while bolstering climate and health outcomes, and equity for all Californians

Robust and inclusive stakeholder engagement

State Requirements

The following State-set categories drove Uplift's research approach:

 **Regional Summary:** An exploration of the region's baseline economic trends, plus demographic and socio-economic conditions, produced via analyses spanning the economy, public health, and environment.

 **Stakeholder Mapping:** A snapshot of active Uplift stakeholders to-date that can influence creating a High Road economy in the region and/or benefit from it.

 **Labor Market Analysis:** Detailed examination of regional labor and workforce dynamics, including barriers that limit access to high-quality jobs.

 **Industry Cluster Analysis:** Prioritization of industry clusters for economic development intervention, based on the region's comparative advantages, market trends, workforce, infrastructure assets, policy trends, aligned state/federal investments, supply chain, and innovation ecosystem

 **SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis:** An in-depth analysis of regional Strengths, Weaknesses, Opportunities, and Threats (i.e., SWOT), especially as they relate to equitable economic resilience and growth of sustainable industry clusters.

Overall Takeaways from Research

This report explores economic, labor market, industry cluster dynamics, public health, and environmental dynamics, along with community priorities. At a high level, implications of this analysis include:



Lowering **costs of living** for working families should be a major priority



The region faces **significant constraints** to growth – ecological, physical, and economic



The region has a **path to sustainable, quality job creation**



Improving **job quality and productivity** in other industries is essential



The region must improve **access to quality job opportunities** in new or existing industries through training and lowering other barriers



Proximity is a **barrier to opportunity** for families and businesses

The Region Does Not Have Enough Quality Jobs

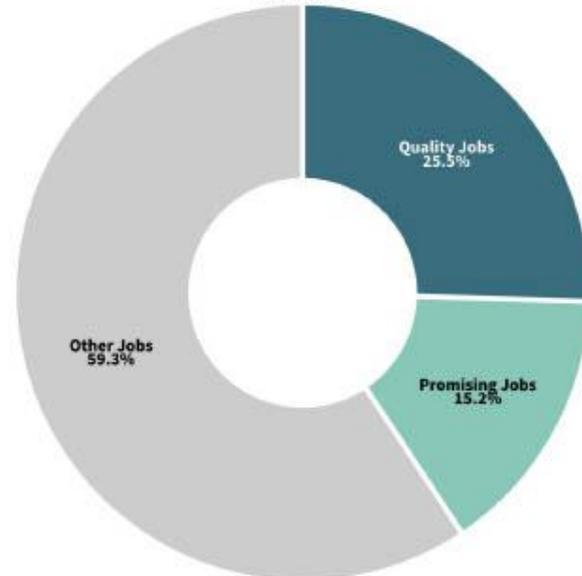
The Central Coast region has a significant gap in providing quality jobs to many residents, particularly those who are younger, less educated, and non-white.

What is a Quality Job?

- Pays an annual living wage that allows families to make ends meet while accumulating long-term and emergency savings
- Offers employer-sponsored health insurance
- Provides worker stability in terms of retaining or leading to another quality job in the future

A Promising Job affords a pathway to a quality job within ten years

Share of Jobs that are “Opportunity Jobs” on the Central Coast



The Region Has a Two-Part Path to More Quality Jobs

The Central Coast can boost job creation in a set of competitive industries offering quality jobs, while also improving the quality of existing jobs in large industries. Competitive industries include:



Precision Manufacturing:

- Aerospace
- Clean Tech/Blue Tech
- Medical Devices and Pharmaceuticals
- Commercial/Industrial Equipment



Advanced Business Services:

- Software publishing
- Custom computer systems design
- Environmental consulting services
- R&D services

Large Industries



Agriculture



Hospitality / Tourism



Healthcare



MONTEREY BAY
TECH HUB
Advancing Opportunities

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Innovation for Technology- Based Business

The Monterey Bay Tech Hub is a coalition of regional stakeholders who recognize the need for collective action to strengthen the opportunity for AAM-based economic growth and job creation in the Tri-County region.

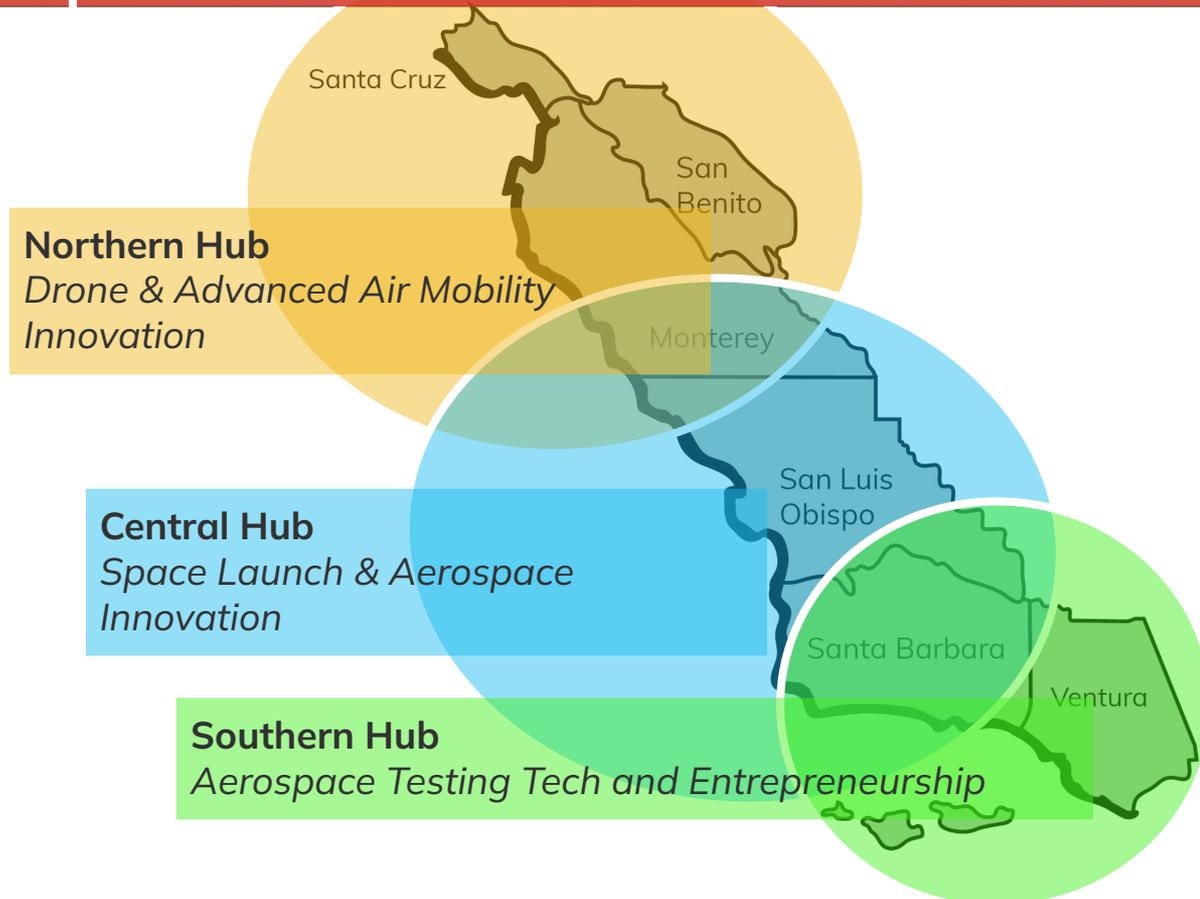
[Learn More](#)

[JOIN THE COALITION](#)

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 Made in Webflow

California Central Coast Space & Aeronautics Innovation Corridor



Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics



Initial MB Tech Hub Focus

Early thinking and conversations suggest the initial focus of the MB Tech Hub should encompass the following four priority focus areas:

01

WORKFORCE
TRAINING

02

ADVANCED AIR
MOBILITY (AAM)
INFRASTRUCTURE

03

INNOVATION AND
ENTREPRENEURSHIP

04

COLLECTIVE
POLITICAL
ENGAGEMENT

MBEP Policy Papers

2024 [Equitable Access](#): Building Affordability and Infrastructure for Digital Inclusion

2024 [Citizens Broadband Radio Service \(CBRS\)](#)

2023 State of Broadband in Monterey Bay Region: [Full White Paper](#) & [Executive Summary](#)

2023 Practical Housing Policy: Increasing Supply and Affordability
[Full Paper](#) & [Executive Summary](#)

2023 Building an Inclusive Economy in the Monterey Bay Region
[Full Paper](#) & [Executive Summary](#)

2021 [Regions Rise Together 1.0](#) (2.0 under development)

MBEP VIDEOS

[About Us Video](#)

[2022 - 8th Annual State of the Region](#)

[2023 - 9th Annual State of the Region](#)

[2023 - Recap State of the Region](#)

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THANK YOU

EMAIL: tgoraya@mbep.biz

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